

Message Text

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AMCONSUL TORONTO
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AMCONSUL VANCOUVER
AMCONSUL CALGARY
AMCONSUL QUEBEC
AMCONSUL WINNIPEG

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E.O. 11652: N/A

TAGS: BEXP, CA

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - CANADA

REF: (A) OTTAWA 2916; (B) STATE 292385; (C) TORONTO 1794

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
THE PRELIMINARY F7-1978 CCP INPUTS SUBMITTED PER REFTEL
(A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUID-
ANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRI-
BUTION TO THE FY-1978 PROGRAM.

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2. EXCEPT AS NOTED BELOW, WE JUDGE THAT THE PATTERN AND
THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO CONSTITUTE AN
OPTIMUM APPROACH TO EXPLOITING SALIENT MARKET OPPORTUNITIES
ON BEHALF OF U.S. INDUSTRY. WE ARE INCLINED TO BELIEVE,
HOWEVER, THAT IN ORDER TO ASSURE ADEQUATE CAMPAIGN EFFORTS,

NO MORE THAN SEVEN CAMPAIGNS OUGHT TO BE MOUNTED.

3. WOULD SUGGEST CAMPAIGN BUILDING EQUIPMENT AND MATERIALS (MONTREAL AND TORONTO) BE DROPPED. ANTICIPATED RECOVERY OF HOUSING AND CONSTRUCTION INDUSTRY HAS NOT OCCURRED. FURTHER WOULD RELEASE TORONTO RESOURCES TO SUPPORT CONTINUATION OF FY-1977 CCP NON-CAMPAIGN INITIATIVE - EXPERIMENTAL

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REGIONAL TRADE PROMOTION PROGRAM AS AN "OTHER SPECIAL POST EFFORTS" IN FY-1978.

4. SPECIFIC PROGRAM ACTIVITIES LISTED IN REF (C) FOR IMPLEMENTATION OF EXPERIMENTAL REGIONAL PROGRAM IN TORONTO AND PROGRESS TO DATE SUGGEST THAT NON-CAMPAIGN ACTIVITIES MENTIONED IN REF (A) PARA 2 SHOULD BE DROPPED AS RESOURCES ARE NOT AVAILABLE TO SUPPORT ALL.

5. WE WOULD WELCOME POSTS' SUGGESTIONS FOR EXTENDING EXPERIMENTAL PROGRAM TO OTHER AREA/POST E.G. VANCOUVER/ WEST COAST FOR FY-1978 UNDER "OTHER SPECIAL POST EFFORTS." WOULD OF COURSE NECESSITATE REDUCTION OF VANCOUVER CAMPAIGNS BEYOND THAT MENTIONED PARA 3 ABOVE TO PERHAPS TOTAL OF TWO WHICH POST CONSIDERS OF GREATEST GROWTH POTENTIAL.

6. WE INTEND TO PUBLISH THREE ARTICLES IN COMMERCE AMERICA HAVING PARTICULAR RELEVANCE TO U.S. EXPORTS OF SPECIFIC COMMODITY GROUPINGS. SIMILAR ARTICLES ARE
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INCLUDED IN FY-1977 CCP CAMPAIGNS ONE (1) AND FOUR (4). VANCOUVER, TORONTO AND MONTREAL MAY WISH TO SUGGEST CAMPAIGN THEME AND ARTICLE WHICH EACH BELIEVES WOULD BE MOST APPROPRIATE FOR AN ARTICLE BASED ON BUSINESS INQUIRIES RECEIVED.
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